

Alaska Seafood Marketing Update

Starting Strong This Season

Alaska's salmon season kicked off May 17 in Copper River, while halibut and sablefish have been streaming through Southeast. Just as fisheries managers and fishermen look to research and forecasts to plan for the season, ASMI utilizes [market data](#), [industry surveys](#) and scientific research to guide our efforts and support your activities on behalf of Alaskans and the Alaska seafood industry. Learn more about several new informational resources available below.

As summer begins, ASMI wishes you a safe and prosperous season.

Upcoming Events

[International Marketing Committee \(Europe & South America\)](#)

June 10, 2021 - Zoom

[Domestic Marketing Committee](#)

June 11, 2021 - Zoom

Virtual Trade Mission to Latin America

June 14-17, 2021

ASMI invites you to a virtual trade mission to Latin America. Find details under "Trade shows & Forums."

Alaska Seafood in the News

ASMI works with writers and editors to share the story of Alaska Seafood.



FOOD NETWORK

Here's Why Halibut Is the Easiest Type of Seafood to Grill

MAY 11, 2021

[READ THE ARTICLE](#)

How to Cook Frozen Salmon without Thawing it

APRIL 23, 2021

[READ THE ARTICLE](#)

IMPRESSIONS: 6.99 million+ for each article

MARTHA STEWART
LIVING

Salmon shitake rice bowls

MAY 15, 2021

Impressions: 4.7 million+

NEW YORK TIMES

What to cook this week

MAY 9, 2021

Impressions: 39 million+

WOLF IT DOWN WITH
TYLER FLORENCE

Crab cake crusted Alaska halibut

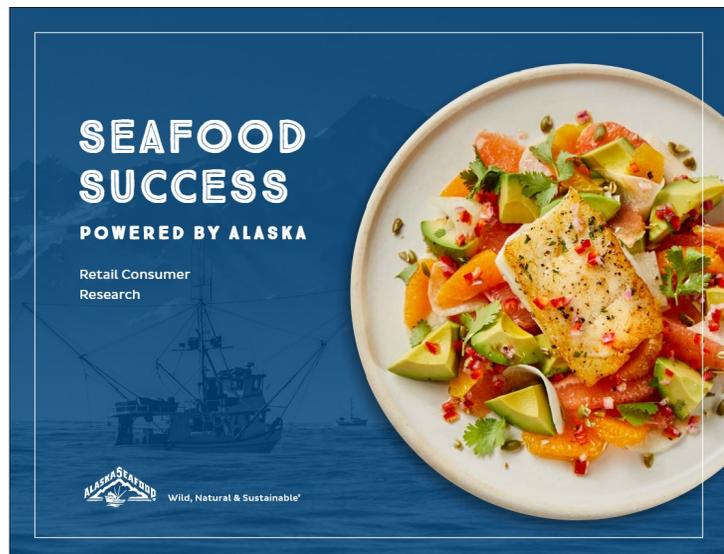
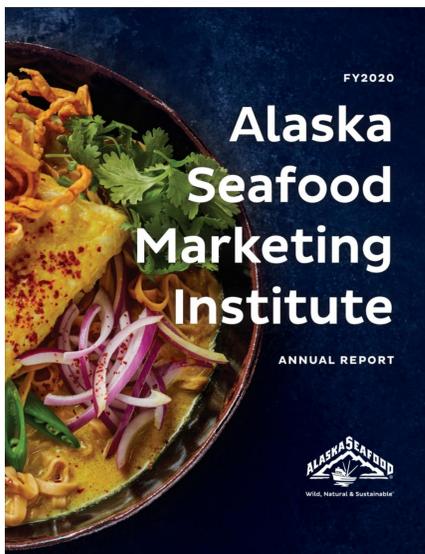
APRIL 26, 2021

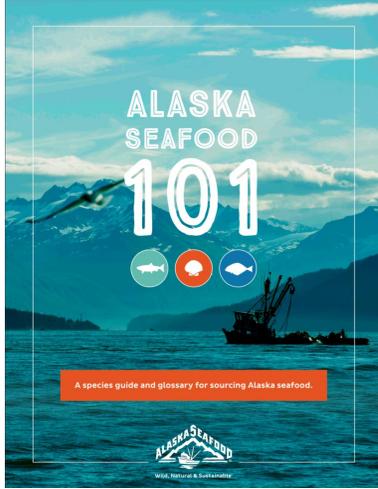
SUPERMARKET NEWS

PCC Community Market sales up 25% in 2020

APRIL 26, 2021

New Resources





SHELLFISH

Alaska's pristine, frigid waters are also home to massive and sustainably cultured populations of shellfish from a variety of species, many of which are some of the most demanded in the seafood market. From luxurious crab to succulent scallops, Alaska has shellfish to suit all tastes and diets, and conservative management ensures a steady supply will be available for generations to come.

KING CRAB
Paralithodes camtschatica

Alaska king crab (most commonly the red and golden varieties) is the largest and most impressive crab and is unmatched in flavor, texture, and regal presentation.

SNOW CRAB
Chionoecetes opilio/bleddi

Two species are actually marketed as snow crab, C. bairdii and C. opilio. Sometimes also called queen crabs, they feature sweet, lean meat with a delicate flavor.

DUNGENESS CRAB
Metacarcinus magister (Cancer magister)

The largest and most flavorful Dungeness Crab comes from Alaska and is an exceptional value due to ease of preparation. It has a distinctly sweet, almost nutty flavor and tender, flaky white meat.

SCALLOPS
Pinctada alata/ovata

Also called "weather-vane" scallops, Alaska scallops are known for their sweet flavor and tender, buttery texture. They are the largest scallops anywhere in the world and feature no additives or artificial treatments.

ALASKA SHRIMP
Paralithodes spp. & Penaeopsis illigeri

Alaska has several species of shrimp ranging in size, such as spot prawns, subarctic, coonstripe, humpy and northern, all with a lean and fresh flavor.

| COMMON TERMINOLOGY | | |
|--------------------|------------|----------------|
| Blue Freezing | Dry Pack | Head/Neck Meat |
| Crab | Fresh Crab | Shoulder |
| Cluster | Hot | Shrimp |
| Counts | Hot Claw | Shrimp Tails |
| Darkfish | | Sustainable |

Frozen Alaska Seafood Quality

Wild-caught seafood from Alaska is recognized the world over for its naturally unadulterated texture, diverse flavors, and dense nutrient content. This inherent high quality must be maintained from deck to dish, requiring complex supply chains and industry best freezing methods to ensure the highest possible quality is delivered no matter where Alaska seafood is being served.

QUALITY FREEZING

Quality isn't only in the temperature control, which is why most seafood from Alaska is frozen. Alaska fish are "flash-frozen," meaning they are immediately frozen after capture at the peak of quality. This quick turnaround ensures the fish has the same quality it would have had if eaten on the dock with the fishermen's family, regardless of where in the world it is sold.

Alaska Seafood Marketing Institute | AlaskaSeafood.org

COVID-19

COVID-19 impact survey results released

In March 2021, McKinley Group conducted surveys on behalf of ASMI to measure the pandemic's impact on Alaska's commercial fishermen and processing sectors during the 2020 season. ASMI thanks our industry partners for their participation in the survey process.

[VIEW THE RESULTS](#)

INDUSTRY

ASMI FY2020 Annual Report available

ASMI's Annual Report, including a look back at ASMI's organization goals, accomplishments, challenges, metrics and financials is now available for download. Printed copies are available upon request.

[READ THE REPORT](#)

RESEARCH

New report shows Alaska Seafood success at retail

ASMI partnered with Datassential Research to produce a new report with insights into the attitudes and consumption patterns of seafood shoppers over the past year. Key takeaways show the strength of the Alaska Seafood brand and are included in a new downloadable report and sales tool.

[DOWNLOAD THE REPORT](#)

INDUSTRY

Refreshed 'Alaska Seafood 101' Brochure

Previously called the "Alaska Seafood A-Z" brochure, this general guide to Alaska seafood has been updated to provide information on more species.

[SEE THE REFRESH](#)

QUALITY

New tool provides the facts on frozen quality

ASMI produced a new technical fact sheet on the process, quality and benefits of freezing Alaska seafood.

[VIEW THE FACT SHEET](#)

RESEARCH

ASMI project recommended for SK Grant funding

NOAA has recommended the funding of ASMI's proposal to develop a nutrient and contaminant database for commercially harvested Alaska species through the Saltonstall-Kennedy (SK) Grant Program. For more information on the project contact ASMI's Technical Director, John Burrows.

EMAIL FOR INFORMATION

ASMI Activities



RETOUR DE PÊCHE

10€95 9€95
Avec la Carte Picard & Moi
Dos de merlu blanc du Cap MSC*
Afrique du Sud, qualité sans ostérite
le sachet de 600 g (4 à 6 pièces),
16€/kg le kg au lieu de 19€/kg

22€95 20€95
Avec la Carte Picard & Moi
4 pavés de saumon argenté du Pacifique MSC*
Sauvage, avec peau, AlaskaUSA
le sachet de 580 g, 36€/kg le kg au lieu de 39€/kg

PÊCHE DURABLE RESPECTUEUSE DE L'ENVIRONNEMENT

IDEAL POUR UNE CUISISON À L'UNILATÉRAL

Le saumon d'Alaska bénéficie d'un double label MSC et Alaska Seafood, qui certifient la durabilité de l'espèce et la qualité du poisson.

Saumon sauvage pêché dans les eaux froides de l'Alaska

10€95 9€95
Avec la Carte Picard & Moi
Filets de merlan
le sachet de 500 g, 19€/kg le kg au lieu de 21€/kg

*Le produit provient d'une pêche qui a répondu au référentiel environnemental du MSC pour une pêche durable et éco-citoyenne. **Éligibilité Picard & MSC C-1370.

CARTE GRATUITE ET IMMÉDIATE EN MAGASIN

POUR VOTRE SANTÉ, PRATIQUEZ UNE ACTIVITÉ



Alaskaの雄大な自然の力が育む海からの贈りもの、それがアラスカ産シーフード。健康や栄養、自然と環境、そしてサステイナブルであること。Alaska Seafood Universityにはアラスカとアラスカ産シーフードについてたくさんの情報が詰まっています。アラスカについてもっと学んでみませんか。

Alaska Seafood University ページ公開記念キャンペーン!

アラスカの自然や漁業について学んだあとは、クイズに答えて豪華アラスカ産シーフードをゲットしよう。

応募締切 2021年5月31日(月) 23:59まで

全問正解者の中から抽選で49名様に豪華アラスカ産シーフードをプレゼント!



01 アラスカの環境と漁業

02 アラスカのシーフードと日本の食卓の関係

03 アラスカ産シーフードの栄養成分

Trade shows & forums

ASMI participates in events and tradeshows to connect industry and facilitate sales of Alaska seafood around the world.

ASMI LATIN AMERICA

Virtual trade mission to Latin America

ASMI invites industry members to participate in the virtual trade mission to Latin America, with a focus on Peru, Mexico, Colombia, Chile, and Ecuador, June 14-17.

The virtual mission includes 8-10 qualified one-on-one meetings with buyers/processors via Zoom, translation assistance, a company profile listing on the trade mission brochure containing contact details and product information, and overall assistance by ASMI's overseas marketing representative. For more information and to register, please contact Carolina Nascimento.

[EMAIL TO REGISTER](#)

ASMI JAPAN

ASMI launches Seafood University e-learning platform in Japan

An Alaska Seafood e-learning platform was launched in Japan to educate supermarket store managers, demo representatives, nutritionists, culinary students and general consumers. Over 1,500 people have participated since the platform went live in April.

[ALASKA SEAFOOD U IN JAPAN](#)

Promotions

ASMI holds promotions around the world to boost retail sales and grow the Alaska seafood consumer base.

ASMI U.S. DOMESTIC

Rosauers Lent promotion nets double digit sales growth

Rosauers held a promotion of Alaska seafood during Lent, and saw a 40% year-over-year increase in sales.

SPECIES: Wild Alaska salmon, cod, halibut, crab, rockfish, sablefish and sole

PROMOTION CHANNELS: Designated in-store Alaska section, signage, e-newsletter and social media posts

LOCATION: 22 Rosauers stores in the Pacific Northwest and Rockies regions

ASMI NORTHERN EUROPE

Partnership with Grutto

ASMI partnered with Netherlands home-delivery service Grutto, which delivers various proteins direct to consumer homes. Their first promotion of wild salmon included different cuts of salmon and was heavily advertised through May.

SPECIES: Wild Alaska salmon

PROMOTION CHANNELS: Online ad banners on popular news and sports websites

ASMI SOUTHERN EUROPE

Renewed promotion with retailer Picard

French frozen food specialty store Picard saw an increase in demand for Alaska seafood due to COVID-19, and held a promotion in the spring of 2021. Sales for the first quarter were estimated to be around \$1.2 million.

SPECIES: various Alaska seafood species

PROMOTION CHANNELS: in-store information, posters, product ads

ESTIMATED SALES: USD \$1.2 million

ASMI U.S. DOMESTIC

Alaska Seafood shines at Hy-Vee

Hy-Vee held a Lenten promotion with various advertisements and dietitian participation in promoting the health benefits of Alaska seafood.

SPECIES: Wild Alaska pollock, salmon and cod

PROMOTION CHANNELS: social media, magazine print ads, point-of-sale posters and clings.

SALES INCREASE: 46% year-over-year

ASMI NORTHERN EUROPE

Wild Alaska pollock kibbeling promotion

ASMI worked with Seafood Connection on a campaign to promote wild Alaska Pollock kibbeling in the Netherlands. Kibbeling is a well known Dutch product, and the campaign will run through June.

ASMI SOUTHERN EUROPE

Alaska Seafood takes over Kurobi take-out

On April 26-28, ASMI SEU worked with Carlos Navarro's new take-out restaurant [Kurobi](#) in Benalmádena, Spain along with chef Sergo Garrido (another Alaska Seafood ambassador) to have Alaska seafood on the menu, along with the Alaska Seafood logo and bear.

Partnerships

ASMI partners with various organizations to further amplify our reach.

ASMI U.S. DOMESTIC

Retail Dietitians Business Alliance highlights Cook It Frozen!®

ASMI sponsored the Retail Dietitians Business Alliance virtual event May 4-6. ASMI held a virtual booth, participated in numerous meetings with dietitians and sponsored a breakout section where commercial harvester Melanie Brown demoed how to cook wild Alaska sockeye salmon in an air fryer.

ASMI SOUTHEAST ASIA

Master chef training and recipe collaborations

ASMI held a three-day Chefs Master Training program in March with culinary instructors and importers from leading institutes and distributors in Thailand. ASMI Southeast Asia also partnered with a Thai master chef to develop and produce 12 quality recipes and photos for use in social

media and a forthcoming cookbook.

SPECIES: Black cod, yellowfin sole, Alaska pollock, Pacific Ocean perch, sockeye, keta salmon, king, salmon roe, pollock roe

ASMI CENTRAL EUROPE

Food blogger partnership

ASMI collaborated with food blogger “Foodlovin” to develop quick and easy recipes for people working from home.

VIEWS: 205,000+

ASMI CENTRAL EUROPE

Social media collaboration

In collaboration with USDA Bucharest, ASMI worked with 35 popular Romanian bloggers in an effort to support Romanian seafood importers.

CAMPAIGN: articles, posts, Instagram stories and recipe videos

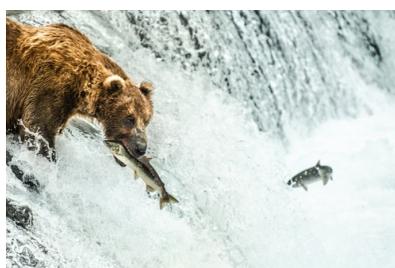
ASMI CONSUMER PR

Celebrity chef Tyler Florence promotes Alaska sustainability

ASMI partnered with celebrity chef and Food Network host [Tyler Florence](#), as well as popular food writer and social influencer [Jake Cohen](#) to share recipes featuring Alaska halibut and cod while touting the sustainability of wild Alaska seafood.

CAMPAIGN: Recipes, social posts, Instagram stories and recipe videos

Highlights from the Media Library



Popular this month

Here is a sample of favorite photos in the library from May. Assets are available for industry members to use in the promotion and sales of Alaska seafood. Get an account and explore the assets today.

[CREATE AN ACCOUNT NOW](#)

Share this Newsletter with a Friend

[Forward this Link](#)

QUESTIONS?

[CONTACT ASMI](#)



alaskaseafood.org | wildalaskaseafood.com